

Fancy Colored Plisse Crepes

27 inches wide, the yard.

15c

—This is an imported fabric of splendid quality, a very crepe weave that makes such desirable afternoon summer dresses. Also admirably adapted to night gowns, kimonos, etc. in ground colors of white, pink, tan and lavender, in a wide assortment of dainty flower designs—a very unusual and attractive fabric at the yard.

—JAP CREPE, 27 inches wide in plain shades of pink, rose, lavender, red, tan, blue, and white and black checks—55c values, the yard.



Now Comes the Greatest Garment Sale of the Season, a sale from a fashion and value giving viewpoint stands alone

—Presenting values that stand without a single precedent at this season of the year—reducing stocks now instead of July—creating saving opportunities which will appeal to those who use discrimination in choosing apparel and who appreciate good values—the assortment is especially good right now, but at these prices the selling will make the choosing less advantageous as the sale grows older—so come as soon as possible.

Sale of Suits 1-3 Off

—The first remarkable low priced fixed selling event that always occurs about this time of the year—summer.

goods are arriving daily in great quantities, therefore we are anxious to dispose of spring suits as quickly as possible, these lowered prices will help us to accomplish this. The season's newest models, fabrics and colors note the great reductions.

Women's \$30 Suits, now...	\$20.00	Women's \$50 Suits, now...	\$33.34
Women's \$35 Suits, now...	\$23.34	Women's \$60 Suits, now...	\$40.00
Women's \$40 Suits, now...	\$26.67	Women's \$75 Suits, now...	\$50.00
Women's \$45 Suits, now...	\$30.00	Women's \$85 Suits, now...	\$56.67

Exquisite Summer Dresses—Newest Styles—In a Variety of Prices to Please All

—These beautiful dresses are the embodiment of style and quality—they accurately portray the style tendencies of the hour—the models are the newest and the best that have been evolved by the most fashionable dressmakers of the east—you may choose from a wide range of materials, including rice, seed, splash and embroidered voiles, fine lawns, batiste, etc. in an assortment of models that provides for every requirement—pure white as well as flowered effects and new coin dots are represented.

—We especially direct your attention to large sizes—women who wear size 42, 44 and 46 will experience no difficulty in being fitted in this new lot.

—No June ever had prettier dresses than June, 1915, and the ideas which the fashion arbiters have brought out are given charming presentation in the exhibit ready here for viewing Monday—values are exceptional at all prices.

\$6, \$7.50, \$8, \$9 and up to \$35

Good News for Mothers—Children's New Dresses at 75c up to \$1.50

—Pretty new dresses for children in sizes 4, 6 and 8 years that you'll delight in seeing them wear, and more especially when the prices are so advantageous—made of Galathea, Batiste, Popline, Voile, and Gingham in a wide assortment of colors in stripes, plaids, checks and solid colors—all nicely made with pretty trimming ideas.

New Stripe Blouses—Fashion's Latest Special Values, at \$3.95

—For the particular dresser who desires something new and distinctive—styles that have a smart character to them—should see our showing materials of tub crepe de chine and pussy willow taffeta silks, in a good selection of colored stripes in many combinations, elastic waist bands—this price is much less than usually asked for such quality and style.

Phelps Dodge Mercantile Co.

Jewelry and Watch Repairing Guaranteed

White Summer Fabrics

36-in. LONGCLOTH, special quality (10-yd. piece), special price the piece 95c
 —36-in. ENG. LONGCLOTH, very fine quality, (10-yd. piece), special price the piece \$1.85
 —WHITE COTTON CREPE, 31-inch, fine quality and special value, at the yard 12½c
 —WHITE SHIRTING AND DIMITIES, 27-inch, in a wide assortment of stripes, checks and bars—specially priced the yard 12½c

**Spring Coats 1-3 Off**

—No longer will you need to put off buying your new coat because of price. We offer you such values and in a style and fabric variety so satisfactory that you won't wish to defer buying.

—\$10.00 COATS ON SALE \$6.66
—\$12.50 COATS ON SALE \$8.34
—\$15.00 COATS ON SALE \$10.00
—\$17.50 COATS ON SALE \$11.66
—\$20.00 COATS ON SALE \$13.34
—\$22.50 COATS ON SALE \$15.00
—\$25.00 COATS ON SALE \$16.67
—\$27.50 COATS ON SALE \$18.34
—\$30.00 COATS ON SALE \$20.00
—\$32.50 COATS ON SALE \$21.67
—\$35.00 COATS ON SALE \$23.34
—\$37.50 COATS ON SALE \$25.00
—\$40.00 COATS ON SALE \$26.67
—\$42.50 COATS ON SALE \$28.34

Evening and Afternoon Silk Dresses 1-3 Off

—Values resulting from our determination to clear the stocks—you can't conceive the beauty and high quality of these dresses by reading the ad—you can do them justice only by a personal inspection.

—\$10.00 VALUES ON SALE \$6.66
—\$12.50 VALUES ON SALE \$8.34
—\$15.00 VALUES ON SALE \$10.00
—\$17.50 VALUES ON SALE \$11.66
—\$20.00 VALUES ON SALE \$13.34
—\$22.50 VALUES ON SALE \$15.00
—\$25.00 VALUES ON SALE \$16.67
—\$27.50 VALUES ON SALE \$18.34
—\$30.00 VALUES ON SALE \$20.00
—\$32.50 VALUES ON SALE \$21.67
—\$35.00 VALUES ON SALE \$23.34
—\$37.50 VALUES ON SALE \$25.00
—\$40.00 VALUES ON SALE \$26.67
—\$42.50 VALUES ON SALE \$28.34

New Summer Models in Palm Beach Coats and Suits at \$10.00 and \$12.50

(GENUINE PALM BEACH CLOTH)

—The ideal fabric for summer wear. Suits in sport style, smart belted jackets, Norfolk effects, small pleats front and back, all finished with military pockets and best quality buttons, new flare skirts which button all down front and can be opened flat for ironing purposes. One of the most successful styles in the coats are the fashionable flare effects, with buttons from neck to hem, narrow belt crosses over in back and fastens in front—These new arrivals are exceptionally smart and perfectly tailored in every detail—Coats \$10.00—Suits \$12.50

Good showing Auto Coats \$3.50-\$25

—AUTO COATS in three-fourth and full lengths, designed and tailored to withstand the hard usage to which auto clothing is subjected. In service-giving materials of Linene, Linen Cover, Pongee Silk and Palm Beach Cloth—Our new models are unusually smart.

New Auto Caps Received

—on sale in our Millinery Department, in black and white checks, Copenhagen, navy green and tan, large visor and elastic back, wool caps, 75c, silks, \$1.25.

LACE SPECIALS

—An extraordinary purchase tells the story of these values—because such prices would be impossible under ordinary conditions, on sale in Lace Department.
 —LOT 1 VALENCIENNES LACES from ½ up to 1½ inches wide, in a wide variety of beautiful new effects—values in this lot worth up to 25c the yard—Special purchase sale price, the yard 10c

(12 Yards for \$1.00)

—LOT 2 VALENCIENNES LACES, BEADING TOPS AND INSERTIONS (new patterns) from ½ to 2 inches wide, values up to 16c the yard—Special purchase sale, price the yard 5c

"Paul Jones" Middy Blouse Special --- Sizes 32 up to 40, Various Styles, Splendid Values at \$1.25



Clean-up Sale On Millinery Special Selected Lot of Women's and Children's



Hats, Including Nearly all Model Hats In Stock, at Great Reductions from regular Prices

—Selected from our regular stock and priced for immediate cleaning regardless of cost or former selling price—The most favored of this season's models will be found among the hats assembled for this sale—We do not believe in waiting until the last moment—Now instead of July or August, when these hats will appeal to you most—there's a handsome lot of smart and dressy models to choose from. Gage, Vogue, Phipps, and other well known designers contribute to this lot—a sale that is so thoroughly good that it will pay you to come early.

Sale of Children's Hats, Regular values \$5 up to \$12.50, on Sale Now 1-2 Off

—Only mothers who know the superior quality, style, beauty and workmanship of the Children's Hats we've been carrying this season will fully appreciate the unusual savings opportunity presented in this clearance—A most beautiful showing! Every good and up-to-date style in becoming shapes, all trimmed with pretty ribbons, flowers, etc.—this event is sufficiently important to warrant the attention of every mother who has little hats to buy.

Special Groups of Gage and Phipps Sailors, Newest Summer Styles on Sale 1-4 Off, Regular Prices \$4 to \$10, Sale Price \$3 to \$7.50, Black, White and Colors

NEW PANAMA SHAPES

—now is the time for Panama Hats—a large and pleasing variety of shapes in this most popular of all summer millinery—prices range from \$3 up to \$6.50

NEW SPORT HATS

—Combination hemp and felt, employed in very striking results—colors Black and White, Blue and White, Red and White, etc., various shapes—very special \$2.95

NEW GOLFING HATS

—The most popular outing hats of the season, in White and Colors, Rose, Blue and Putty, made of heavy corduroy—specially priced \$1.25

NEW TRIMMINGS

—New wings and fancy feathers—plenty of novelties, in addition to the more staple effects.

NEW SUMMER TRIMMED HATS

—A very interesting display of VOGUE MODELS in summer shapes—If your early spring hat is becoming a bit passé, you will be specially interested in this new lot priced at \$5 up

NEW UNTRIMMED SHAPES

—Newest summer styles in White, Black and Colors, priced at \$1.50 up to \$5

Bedding Specials

(EXCEPTIONAL VALUES)

—BED SPREADS size 72 x 90 (Columbia brand) a pretty crochet spread with colored stripes, regular \$2.50 value, on sale, each \$1.95
 —BED SPREADS, size 70 x 90 (Panama Brand) extra special value, at \$1.10
 —STEVENS CRASH TOWELING, 17 inches wide regular 15c quality, the yard 12½c
 —UNION CRASH TOWELING, 16 inches wide, special yard 10c
 —COTTON HUCK TOWELS, size 17 x 32 inches, special price, per dozen \$1.00
 —TURKISH TOWEL SPECIAL, hemmed, size 17 x 30, the dozen \$1.35
 —BATH TOWELS, large size 25 x 36, extra heavy, red borders, special price 3 for \$1.00
 —BED SHEETS, size 72 x 90 inches, seamed, special price each 45c
 —BED SHEETS, size 81 x 90 inches, seamless, special price each 75c
 —PILLOW CASES, 42 x 36 inches, hemmed, special price each 12½c
 —PERCALE SPECIAL, 36-inch, in R. & S. brand, both dark and light grounds, special price on the Bargain Booth, Monday, the yard 12½c
 —GINGHAM SPECIAL (domestic counter) 27 inches wide in flat fold, A. F. C. and Red Seals, many colors in plain, stripes and checks, 15c quality, the yard 12½c

New Neckwear Fancies

—A charming assortment of the season's favorite fashion themes in collars, and collar and cuff sets, await your inspection at "The Big Store"—since neckwear plays such an important part in this season's styles we have just received a fascinating variety of dainty novelties suitable for every occasion and priced low to create enthusiastic buying—remarkable values in new collars.

**25c and 50c**

New Collar and Cuff Sets, 50c up to \$2

Veilings up to 75c yard, for 15c

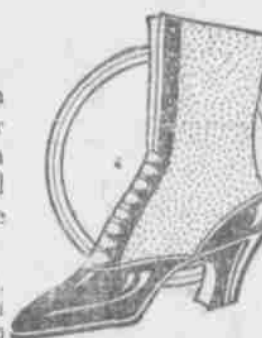
—CLEAN-UP-ON-SPECIAL-LOT in plain mesh, figured effects and polka dots, in Black, White and Colors—Navy Blue, Red and Brown, values up to 75c yard—Cleanup priced the yard 15c



Advance Fall Models in Women's High BOOTS

—The new things are always shown here—never in the history of style has dame fashion sharpened her wits to such varied extreme and clever expressions in footwear. We're keeping pace with all the practical suggestions offered—see our new arrivals before making final selection.

—WOMEN'S BOOTS, Dull Kid Vamp, extra high, military lace, sand kid top, leather Louis heel, one of the newest novelties and very clever, the pair \$6.00
 —WOMEN'S WHITE BOOTS of white Palm Beach Cloth, lace front, trimmed with patent leather, patent tip, black heel, very striking and noble, the pair \$5.00
 —WOMEN'S PATENT LEATHER BOOTS in Pearl kid top, lace, G. W. sole, very effective and specially priced, the pair \$6.50
 —WOMEN'S BUTTON BOOTS, patent colt vamp, putty kid uppers, G. W. sole, French Louis Cuban heel, very catchy and priced the pair \$6.50
 —WOMEN'S LACE BOOTS, patent vamps, grey Voze calf uppers, with elaborate military broad trimmings, the pair \$7.00



Sale of Women's SKIRTS

—This skirt sale continues with an assortment sufficiently wide to meet the desires of everyone.
 Skirts worth \$7.00, now \$5.25
 Skirts worth \$7.50, now \$5.65
 Skirts worth \$8.50, now \$6.35
 Skirts worth \$10.00, now \$7.50
 Skirts worth \$12.50, now \$9.35
 Skirts worth \$15.00, now \$11.25

New Embroideries

—Another small shipment of fine organdie embroidery just received, 38 inches wide and specially priced, the yard \$1.00
 —New Corset Cover Embroidery, just unpacked, the yard, 35c, 50, 75c

Underwear Clean-up Specials on the Bargain Booth for Monday's Selling

—WOMEN'S COTTON VESTS, "cumfy cut" 20c values, Monday, each 15c
 —SAME in 15c values, each 10c
 —WOMEN'S UNION SUITS, Cotton, both lace and cuff knee, small sizes only, the garment, 25c
 —WOMEN'S UNION SUITS, Lace, lace and cuff knee, size 4 only the garment 50c
 —WOMEN'S UNION SUITS, Lace, cuff knee, size 4 only, \$1.25 values, the garment 75c
 —WOMEN'S KNIT PANTS, Special for Monday, the pair 25c
 —NEW SHEPHERD CHECKS (38 inch) in silk and wool mixtures, small and medium checks, an exceedingly smart fabric for dresses, skirts, coats, etc.—priced the yard 65c